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ABSTRACT

The literature presented in this bibliography emphasizes practical techniques. Words such as "guide," "handbook," "collections," "tips," "strategies," "techniques," "writing," and "fund-raising," are common in the titles. Eleven citations are listed under the subject heading "annual giving," 17 under "capital campaigns," 34 under "corporate philanthropy," 11 under "evaluation," 58 under "general resources," 36 under "grantsmanship and foundation fundraising," 16 under "identifying and involving prospects and donors," 20 under "planned giving," 25 under "public relations and marketing," and 14 under "specialized journals." Thirty additional resources are listed in a funding information directory. (JB)

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KEEPING HISTORY ALIVE: FUND RAISING FOR NONPROFITS

A BIBLIOGRAPHY

March 3, 1990

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CONTRIBUTORS

National Society of Fund Raising Executives, 1101 King Street, Suite 3000, Alexandria, Virginia 22314

The Foundation Center, 79 Fifth Avenue, New York, New York 10003

Robert Favini, Solomon R. Baker Library, Bentley College, Waltham, Massachusetts 02154

Sherman Hayes, Solomon R. Baker Library, Bentley College, Waltham, Massachusetts 02154

Production: Gerry Pelczar, Bentley College
Graphics: Don Brown, Bentley College
Duplication: Bentley College

KEEPING HISTORY ALIVE: FUND RAISING FOR NONPROFITS

A BIBLIOGRAPHY

Introduction

To best describe this bibliography, perhaps we should start with what has been omitted! It does not contain many traditional citations of foundation directories and standard sources for funds. We leave that to your local library. It does not include every innovative grant, public relations effort, or capital campaign reported in professional journals. If you need additional models and comparisons of success, examine journals from your professional organizations. You won't find much "fund raising theory" or many research reports on successful techniques. In reviewing the latest literature, we didn't come across much of this information nor would I have necessarily understood it if I had!

Well, what is in here? The literature emphasizes practical techniques and most sources use words in the titles such as "guide, handbook, collections, tips, strategies, techniques, writing," and most important "fund-raising." We incorporate published bibliographies and suggested sources from preservation literature and professional fund raisers and specifically analyzed bibliographies from the National Society of Fund Raising Executives (Alexandria, Virginia) and the Foundation Center (New York, New York). It is important to recognize and use the extensive literature from the permanent and long-standing fund raising profession for non-profit organizations. While you must select specific issues and opportunities tailored to your situation, the approaches and techniques in many cases are highly adaptable to your needs.

Subject divisions follow recommendations from two umbrella groups, the National Society of Fund Raising Executives and the Foundation Center, and illustrate how the terminology of professionals in the field helps us see the divisions and strategies for fund raising. The majority of history entries fall into GENERAL RESOURCES (read "how to") and PUBLIC RELATIONS AND MARKETING. Specialized categories, such as ANNUAL GIVING, CAPITAL CAMPAIGNS, and CORPORATE PHILANTHROPY are dominated by non-history fund-raising journals and books. We were surprised and pleased to find a growing number of specific technical articles in history literature written by preservation and fund-raising professionals.

We have probably left out some important and timely publications and ask your assistance for future editions of this bibliography. If you know of particularly effective materials not cited here, drop us a note and we will include them in the next publication.

- Sherman Hayes

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